



Application Process for a New Liquor/Beer License or a Transfer of Ownership in the City of Menomonie

It is the mission of the City of Menomonie to serve city residents, businesses, and visitors by conscientiously reviewing new and transfer of license applications. At the time of your application you ***must*** submit the following:

- ☐ **New Liquor/Beer License Application**
 - Provide Wisconsin Seller's Permit Certificate and Federal Employer Identification Number.
 - Class B applicants must estimate percentage of gross sales from alcohol and food.
- ☐ **Appointment of New Liquor/Beer Agent Form (filled by Corporations or LLCs)**
 - Agent discloses percentage of the business he or she owns. Percentage must be a number, not a job title.
 - A photocopy of picture identification must accompany this form.
- ☐ **Background Investigation Form (Auxiliary Questionnaire)**
 - Needed for sole proprietors, partners, all LLC members, all corporate directors, and all stockholders owning at least one percent of a corporation's stock. If an officer or member is also the Liquor/Beer agent, the Appointment of Agent form also serves as their Background Investigation form.
 - A photocopy of picture identification must accompany this form.
- ☐ **Floor plans (no larger than 8 ½" by 14")**
- ☐ **Articles of Incorporation/Organization**
- ☐ **Copy of Lease**
- ☐ **Sample Menu**
- ☐ **Business Plan**
- ☐ **Beverage Server Training Proof for Agent**
- ☐ **Transfer of Ownership Form**
 - Form is completed if another entity currently holds a liquor license at this location.
 - Present license holder must sign the Letter to Surrender Previous License.
 - Applicant must complete the Payment of Taxes of Liquor/Beer License Transfer form.

Submittal deadlines are established by the City Clerk as directed by the Common Council. Failure to provide all required materials may result in the denial of your license application.

The Liquor/Beer Agent may be directed to meet with the Alcohol License Review Committee to review the application materials and answer questions.